

THOSE AD-CLUB LIVE WIRES WILL OPEN CARNIVAL WEEK MONDAY

ACHIEVEMENTS OF CLUB ARE TOLD IN PITHY PARAGRAPHS

Secretary Strange Relates History By Telling What It Has Done and is Doing; Wide Range of Activities

Again they ask, "What is the Ad Club, anyway?"

Generally speaking, it is one thing after another.

It was brought into being under the tutelage of the liveliest of live wires, J. Charles Greene, the advertising man of San Francisco, of whose energy H. H. Tamm, of the Denver Post made the comment, "He's a regular wolf for work."

It struck town at a psychological moment when everyone wanted to "get together" but did not seem to know just how to do it. The Ad Club furnished the medium and has been going ever since. Its influence has expanded to the other islands. It has not lost character as an advertising club but it has admittedly moved along the line of boosting advertising rather than dealing with the technicalities of advertising.

The Ad Club has cut out formalities and technicalities. The Ad Club believes in doing things and not spending all the time there is in arguing how to do them. It keeps minutes of its meetings for reference but it has no time to spend reading them. The Ad Club strives to deal with live topics in a live way. Good nature being one of the first requisites of community success it deals principally in good nature and work, and on this investment it has declared large community dividends.

The Ad Club has only positive opinions. It is always in favor of something and therefore is never opposed to anything except dead wood.

Ad Club meetings are held at noon-day luncheons in the Alexander Young hotel cafe. These meetings are always interesting, if not in one way, in another. Occasionally the sessions are quiet and similar in tone to the solemn assemblies of the more serious minded and less productive organizations. Variety is the spice of life and the secret of good advertising.

The Ad Club believes in everything that helps. Sometimes it believes in a grouch because it serves to show the other fellows how useless is the grouch.

The Honolulu Ad Club believes in itself, its members, its town, its territory and its country.

Only one misfortune dogs the path of the Ad Club. It has done so many things and done them well that every one brings everything to the Ad Club to have it done. One of the teachings of the organization is that those who help themselves do the best helping there is to be done. So not anything and everything is picked up to be carried along. The Ad Club works but not the variety that works while you sleep. This club expects to be all workers and no sleepers.

Good, wholesome fun is an Ad Club asset. It is noisy at times but has no interest in "rough stuff." It believes in red blooded manhood that guards pure womanhood.

The first meeting was held in the governor's dining room of the Commercial Club, February 1, 1912, at the call of Charles R. Frazier and suggestion of the late J. Charles Greene. Frazier asked some men around town to attend the meeting. He found a few of these men intended to go to the meeting that they might oppose the organization of another club. Frazier then went around and asked these opponents to stay away. And they did. Since then they have come into the Ad Club and glad to be in it.

Eight men were present at this meeting. The Honolulu Ad Club started and has been going ever since.

The first officers were W. R. Farrington, president; C. S. Crane, first vice president; R. H. Trent, second vice president; Charles R. Frazier, secretary-treasurer; John Lemox, L. D. Timmons, J. F. Child, George B. Curtis and P. A. Swift, directors.

Secretary Harry Strange, who is chairman of this year's Ad Club Carnival committee and is responsible for a large share of Ad Club achievement, has made up a sketch of what the Ad Club has done in the past three years. The story of achievement reads as follows:

Truth in advertising.

Vigilance work.

Entertainment representative of the London Times.

March, 1912, number of members Ad Club, 52.

March, 1912, delegation of five Ad Club members sent to Dallas convention.

Advertising in Australia.

Promotion work in Australia.

Practical theatrical advertising in United States.

Illustrations in advertising.

Art in advertising.

Promotion work for tourists.

A civic building for Hawaii.

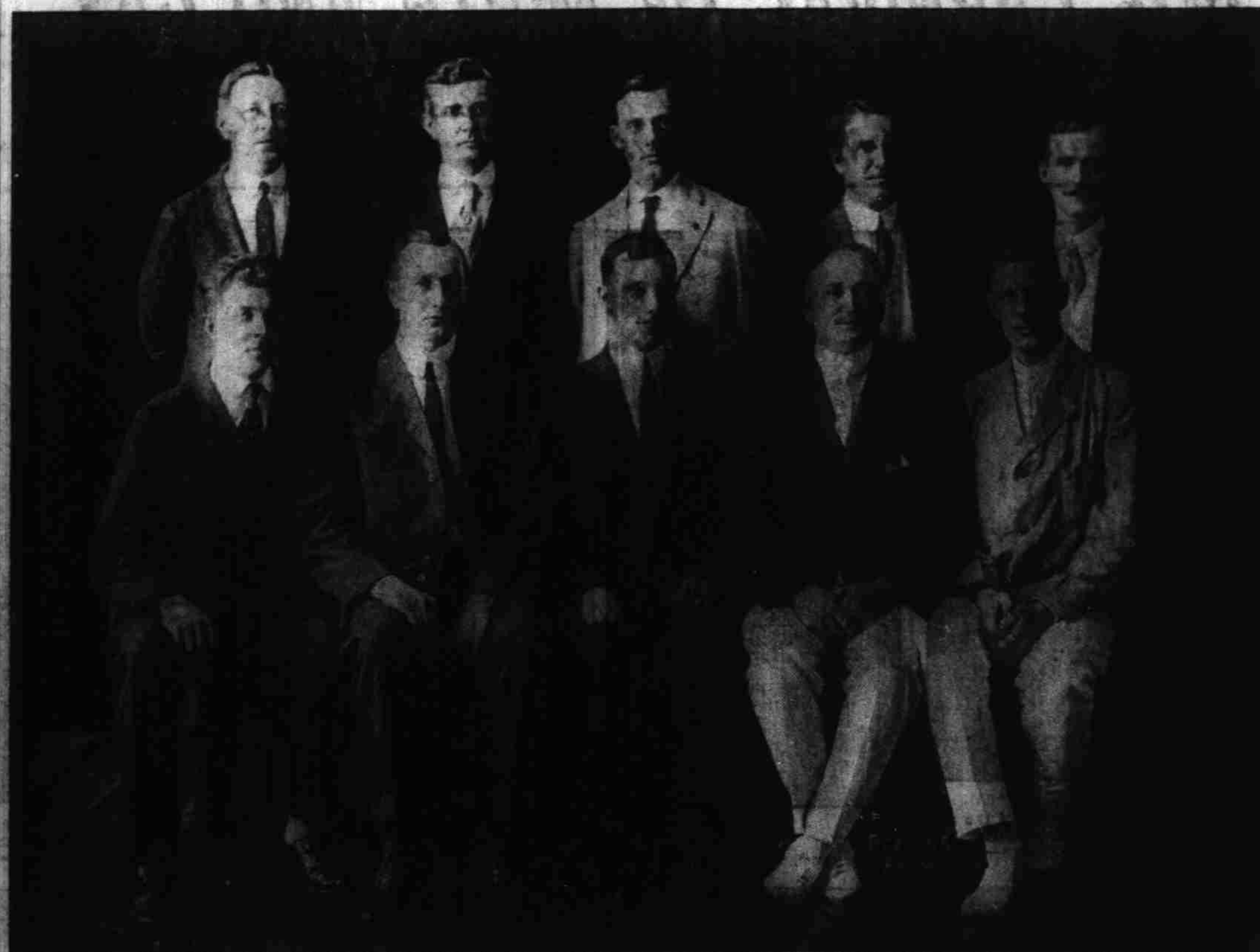
Shall the Ad Club have women members?

Cooperation in advertising with A. A. C. of W.

Educational course in advertising.

Ad Club dance Outrigger.

Officers And Committeemen of Big Organization Which Has Charge of Program at Opening Event of Carnival



Left to right, top row—Neil Slattery, on stunt committee; Charles R. Frazier, Ad Club treasurer and member of publicity committee; R. L. Noggle of parade sub-committee; J. A. M. Johnson, parade sub-committee; Tom Sharp, stunt committee and official castle-builder.

Bottom row, left to right—F. Q. Cannon, stunt committee; J. A. Dunbar, chairman ball of all nations committee; Harry L. Strange, secretary of Ad Club and chairman of club's general Carnival committee; Wallace R. Farrington, president of the Ad Club; L. W. de Vis-Norton, parade committee.

Parcels post routes.

Outdoor advertising.

Financial advertising.

Home buying advertising.

Real estate advertising.

Distinctive type advertising.

Use emblems in advertising.

Municipal advertising.

Study of mainland catalogues.

The Voice advertising magazine.

Educational course in advertising and lantern slides.

Artistic Honolulu.

Ad Club helps the Carnival.

Advertising the Progressive party.

San Francisco advertising.

Human interest in advertising.

Pineapple publicity.

Spearmint gum advertising.

Advertising at home.

Home promotion.

Ad Club float in Carnival.

Publicity for promotion.

Ad Club diagnosis of the trouble with Promotion committee.

Egyptian cigarette advertising.

Bull Durham advertising.

Delegate to A. A. C. of A., Baltimore.

Sugar protection publicity.

Oriental publicity.

Advertising and selling billboards.

Quaker Oats advertising.

Honolulu furnishes Associated editors for A. A. C. of A. Magazine.

Ad Club trip to Hilo to find out whether Hilo, on the island of Hawaii, really does exist on the map.

Ad Club luncheon to civic convention.

Ad Club excursion to Hilo, Aug. 17, 1913.

Buried the hammer, hanged the knocker, cemented friendship, exciting stunts, eloping Silas Heatherbloom and actress.

Tourist travel.

Compliments by secretary of the A. A. C. of A. to Ad Club.

Accounts of Hilo excursion sent all over U. S. by A. A. C. of A.

Hilo Board of Trade says that Ad Club was the awakening of Hilo from her slumber of years.

Ad Club advocates all Carnival printing to be done in Hawaii.

Ad Club pirates attack and take Honolulu at the Regatta.

Ad Club show at Opera House; Miss Pankhurst present.

Honolulu harbors and wharfs.

Harbor garbage.

Honolulu Ad Club and its activities are put as an example to Australia and New Zealand by the premier of Australia.

Study municipal affairs.

Reception for Governor Pinkham.

American Multigraph Sales Company adopt President Farrington's Thanksgiving proclamation for its salesmen creed.

Ad Club puts a float in Mid-Pacific Carnival.

Carnival Company stock by Ad Club, selling in one day \$31,161 of stocks to 2176 subscribers, obtaining spot cash \$5717.90.

Entertain Chinese ball team.

Free trade talk.

Canadian fire chief.

Small farming.

Chinese ball team play for Ad Club at Carnival.

Ad Club trip to Kauai.

Good roads.

Portland Direct steamship line.

San Diego direct steamship line.

Sir Newton Moore from Australia.

Ad Club pirates take part in Carnival parade in 1914.

Ad Club pirates take part in water parade.

Harry Lauder entertained.

Irish day.

Mr. Conkling's \$5c hat.

Publicity for supervisors.

Queen Liliuokalani made a member.

Ad Club urges U. S. action Nawiliwili breakwater.

Road around island of Oahu.

Ad Club delegation Schofield county affair.

Jaggar, Japanese volcano.

Pineapple day.

Army day.

Judge Dole's birthday.

Ad Club dance.

Gen. Edwards says President Farrington is a steam engine in breeches.

Ad Club takes part in Kamehameha parade day.

Road other side of island.

Dan Crawford "Thinking Black."

National advertising by mainland expert.

Ad Club delegate, Toronto convention.

Ex-Governor Carter appeals to Ad Club for publicity to help the Chamber of Commerce.

Kalihi harbor.

Frontage tax.

Battleship named "Hawaii."

Outdoor Promotion Committee.

Civic Convention.

School for advertising teachers, Seattle. Mr. Webber.

Kapiolani park.

New Zealand advertising promotion.

Humor in Hawaii.

Army day.

What Hawaii can do for soldiers.

Juvenile Bostonians.

Ad Club college day.

Ad Club induces Maui to continue subscription to the Promotion Committee.

Trip to Maui.

Special boat chartered.

"Good bye, Maj. Scherer."

Start on our tourist crop.

Cooperation with the vigilance committees of all mainland ad clubs.

Ad Club removes fences.

Subscribes \$100 for Belgian relief.

Harry Lauder dedicates song to Ad Club.

Dr. Stubbs, world renowned traveler, entertained by Ad Club.

Ad Club emphasizes truth in advertising.

Entertains Venice baseball players.

Ad Club entertains All-American baseball players.

Out Door Circle day.

Ad Club night at opera.

Ad Club Christmas tree, 1914.

AD CLUB, 1915.

Ad Club membership 748, largest ad club membership in the world.

Studies municipal accounts.

Women's day.

Advertises Carter's ink.

Average weekly attendance 1915, 115.

Ad Club participates in Carnival, 1915.

Ad Club recognizes coming wedding champion and endeavors to cure Miss Covells.

U. S. Senator Harding of Ohio.

Ad Club show at Opera House; Miss Pankhurst present.

Dawson, millionaire tramp, entertained by Ad Club.

Life saving station for Hawaii.

Ad Club responsible for Haleakala rest house.

Ad Club exhibit for theatrical advertising.

Ad Club, Mr. Lash, prisoner of war in Australia.

Naval militia day.

Jack London speaks on Socialism.

Jack London speaks on burying the hammer.

He says: "He best serves himself who best serves all."

Hawaii yacht day.

Jack London addresses the club on yachting.

Ad Club tourist committee made regular part of the Promotion Committee.

Ad Club raises funds for F-4 widows and orphans.

Ad Club advertises Hawaii polo team to mainland by means of A. A. C. of A.

Mr. Li, representative of the president of China, entertained by Ad Club, Oahu Day.

Mr. Dillingham describes history of railroad.

Island of Oahu boosted.

Famous traveler, Mr. Parker, entertained by Ad Club. Stated that Italy and Hawaii were both "Rainbow Lands."

Ad Club entertains 528 members of congressional party at lunch, consisting of 10 United States senators and 40 United States congressional men, and many other famous and distinguished guests.

Ad Club introduced telegraph.

Forecasts retention duty on sugar and many other coming events.

Many distinguished visitors congratulated Ad Club, and Uncle Joe Cannon and Mr. Mann stated that President Farrington belonged in Washington and not in Hawaii.

The Ad Club famous Dinklespell song was put on and caused Uncle Joe Cannon to go into ecstasies.

Representative Austin of Tennessee entertained by Ad Club.

Congressman Alexander talked on the American merchant marine.

Senator Marine of New Jersey commends Hawaii and President Farrington.

Johnston, Edmonton, Alberta, entertained by club.

Chinese delegation to Chicago.

AD CLUB CHIEF LAUDED BY HIS FELLOW OFFICERS

An Appreciation of FARRINGTON, by some Ad Club Officers. Mr. Farrington Being modestly relegated to the hall.

The Ad Club—Farrington! Farrington—the Ad Club. The names are almost synonymous. One can think of Farrington without the Ad Club, but the Ad Club without Farrington—impossible! Anyone who knows anything at all about it is aware that Wallace R. Farrington is the inspiration, the force that gives vitality to all of the Ad Club activities.

Mr. Farrington was the club's first president. He stayed with the organization and worked enthusiastically for it when only six or seven members gathered about a cafe table constituted a meeting; now the regular attendance averages 100. He formulated and gave character and punch to the club's policies; he cast aside useless formalities and gave originality and "pep" to the meetings. Minutes of the meetings are recorded, of course, but they're never read. Mr. Farrington has too many important matters for the present and future to take time for reading minutes of past performances.

Mr. Farrington has given breadth and unselfish public service to an organization that another leader might have confined to less altruistic motives. He, by his personal magnetism and force of character, his devotion to the interests of Hawaii, his rare ability for leadership and his fine humor has made of the Ad Club one of the big, vital forces of this community.

Visitors to Hawaii—statesmen, merchants, noted travelers—have been warmed and welcomed and fascinated by his witty, unconventional and glib manner of presiding at meetings. The fame of Farrington and the Honolulu Ad Club reaches to San Francisco, to New York and to Washington. Mr. Farrington is one example of the prophet honored in his own country.

He has been the only president the Ad Club has had; no one in the club wishes to replace him.

Officers of U. S. S. Maryland enter Ad Club hears proposed Y. M. C. A. for soldiers.

Officers of the non-magnetic ship Carnegie entertained. Ad Club Dinklespell presented.

Bishop Ward, India, entertained. Mr. F. G. Bonilla, part owner of the Denver Post, highly compliments Honolulu Ad Club. Says it is one of the very few unselfish clubs in the United States.

Bevans opera entertained. Mrs. Sereno Bishop's birthday remembered by Ad Club.

Superintendent explains water works. Roads Day.

Young People's League entertained by Ad Club. City Engineer explains concrete roads.

Representative of Hilo Board of Trade asks the co-operation of the Ad Club. Ad Club advocates permanent paving.

Ad Club advocates new city charter. Superintendent Forbes talks to Ad Club on his work at Washington.

Chinese baseball team entertained by Ad Club. Paul Super given goodbye luncheon.

Capt. Malone spoke on "The American Soldier." Ad Club compliments Mr. Super on his very fine work as Y. M. C. A. secretary for past ten years.

Patriotic session. The present officers are:

Advertising in Canada. Ad Club officers of this year are: W. R. Farrington, president, Honolulu Star-Bulletin; J. D. Levenson, 1st vice-president; J. T. Warren, 2d vice-president; H. L. Strange, secretary, Honolulu Star-Bulletin; Charles R. Frazier, treasurer, Pioneer Advertising Co. Executive Committee—Lorin A. Thurston, Henry Giles; L. M. Judd, Geo. A. Brown, S. S. Paxson.

The trip of the U. S. S. Thetis, Capt. Smith.

Mr. Warren, inventor of bithulthie pavement, spoke.

Ad Club's high jinks held at Heinie's Tavern. President Farrington put on trial and found not guilty of absconding with the Ad Club's deficit. Special editions of the Advertiser and Star-Bulletin, were printed for the Ad Club during the evening, and caused much comment.

Col. Sam Johnson requests the Ad Club to help raise a Machine Gun Company for the National Guard.

Ad Club gives benefit for Miss Jane O'Rourke.

Ad Club sending big delegation to Kauai civic convention and provides great deal of amusement with its stunts.

Address on credits.

Address on exposition.

Mr. Brown of Detroit spoke on advertising.

Dr. Williams, head of Mills school, asked the Ad Club to recognize Oriental population.

Prof. Vaughan MacCauley delivered a transcontinental travel talk.

H. L. Strange and the Rev. Westervelt describe excellent work Hawaii has done at San Francisco exposition.

Maj.-gen. Carter given farewell luncheon.

W. R. Farrington given homecoming welcome. Describes how much Hawaii is thought of on the mainland. Gives his impression that tourists can be easily gotten if sufficient transportation is provided.

U. S. Grant, son of President Grant, guest of honor.

Pineapple Day. Messrs. Dole, Kidwell and Thomas, original pineapple men, describe industry.

Ad Club subscribes \$400 in four minutes for Boy Scouts.

Thanksgiving Day. Many beautiful sentiments were expressed by the members.

Advertising an evangelistic meeting by Brown-Curry.

Mr. Lydgate discusses Kauai.

Ad Club meets Great Northern on initial trip. Personally conducts passengers to autos and hotels.

Mayor and supervisors speak on roads.

Ladies' Day. Y. W. C. A. explains to Ad Club.

Superintendent of water work of Manila.

World's champion typewriter exhibited.

Ad Club reforms charter for city and county.

GREAT NORTHERN RETURN TICKETS TO BE VALIDATED

Announcement is made by the Fred L. Waldron, Ltd., agents for the steamships Great Northern and Northern Pacific, to the effect that all those holding return tickets via either of the big boats must have them validated at their offices on Port Street at least three days prior to the sailing dates. The Great Northern sails at 11 p. m. and the Northern Pacific at midnight of February 25.—Adv.